

November/December 2019

# Busline

**Safety, Punctuality,  
Friendliness And Professionalism**

Busline Motorcoach Cover Feature

## Classic Charter

Visalia, CA



### Corpus Christi RTA

**No Nonsense Agency:  
"Just Customer Service, Honesty & Integrity"**

Jorge Cruz-Aedo, CEO



OLD TECH

**MENU**  
BON  
APPETIT

**100% fresh**

Le Pain Français  
City Centre 03 04  
Tel: 01 23 45 67 89  
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www.lepainfrancais.com

**Bus Timetable**

Monday to Saturday	Sundays
0754 0645 0845 1045 1245 1345 1545 1645	1055 1355 1655 1955 2055
0750 0950 1150 1350 1550 1750 1950 2050	1055 1355 1655 1955 2055
0855 0955 1105 1205 1345 1445 1555 1655	1050 1350 1650 1950 2050
0844 0944 1044 1144 1244 1344 1444 1544 1644	1345 1645 1945 2045 2145
0838 0938 1038 1138 1238 1338 1438 1538 1638	1350 1650 1950 2050 2150
0915 1015 1115 1215 1315 1415 1515 1615 1715	1415 1515 1615 1715 1815
0950 1050 1150 1250 1350 1450 1550 1650	1445 1545 1645 1745 1845
0955 1055 1155 1255 1355 1455 1555	1611 1711 1811
0753 0853 0953 1053 1153 1253 1353 1453	1455 1555 1655
0909 1009 1109 1209 1309 1409 1509	1455 1555 1655

**BUS TRAVEL**  
2016  
BEST VACATION

**TRANSPORT INFOGRAPHICS**

**CUT OUT  
THE CLUTTER**



## NEW TECH

### MyRide Infotainment

Entertainment

Real-time information

Advertising

10:49  
22S to South Gate 2  
12 to University/ Downtown 3  
20N to Winston Churchill 2  
23 to Counter Clockwise 4

Grove City Aquarium  
The most magical experience. Come Visit today for a Fantasy like Experience.  
Children under 3 enter free

SERVICE INFO   FARES   LOCAL AREA

Replace the dirty and faded posters littering your bus shelters with a real-time passenger information system that combines travel info, advertising and entertainment all on one screen. ***Wow your riders today.***

**TripSpark**  
MOVING >> << TOGETHER

See us at CUTA Booth #213, 215

## A Sign Of The Times – New Infotainment System From TripSpark

Today’s consumers want a better transit experience and it’s costing agencies riders.

A step toward better rider experiences is TripSpark’s ([www.tripspark.com](http://www.tripspark.com)) new infotainment digital signage solution for fixed route, MyRide Infotainment, which can help agencies inform and entertain their ridership. In fact, one study found that almost 70 percent of bus riders said that invaluable, real-time travel information would “significantly improve” their transit experience.

“Our satisfied customers tell us that TripSpark’s MyRide passenger information system can’t be beat for live bus tracking and two-way rider notifications, and is one of the best traveller information apps on the market. Building on this success, MyRide Infotainment ensures that riders get the same real-time information about bus locations, schedules, departure times, detours and amenities — combined with entertainment content, advertising, service announcements and more,” said Tanya Brusse, Senior Product Manager at TripSpark Technologies.

### What They Want, When They Want It

MyRide Infotainment is all about providing

up-to-the-minute service updates, interesting content and better wayfinding. During travel downtime, riders can engage with news, sports highlights, social media updates, trivia, video content, live weather updates and the brands they love.

MyRide Infotainment can be customized to meet an agency’s needs – there’s an incredibly wide range of hardware options available for onboard, interactive kiosks and transit properties. Since MyRide Infotainment offers accessible content, agencies can check ADA compliance off their to-do list.

### Wide-Ranging Benefits For Agencies, Not Just Riders

Infotainment not only allows agencies to save money but to earn revenue from selling digital advertising to local and national businesses to supplement their farebox revenue, which in turn can be used for the 20 percent match needed for many grants.

Advertisers will love MyRide Infotainment because it can deliver targeted content versus traditional static transit advertising, that can become stale. Content can be easily changed and triggered depending on the time of day, day of the week, location, or

weather, providing more timely and relevant information for riders.

### Setting Agencies Up For Long-Term Success

TripSpark has partnered with Message Point Media (MPM) to provide tailored support packages for content creation and system configuration/maintenance to keep your infotainment system up and running in peak condition.

“We partnered with MPM as we saw them as leaders in the infotainment space. They can offer both the digital signage technology as well as the psychological insight agencies need to better engage their riders,” Brusse said.

TripSpark Technologies is a transportation technology company focused on helping Fixed Route, Paratransit, Rideshare and private operators increase service and access to transportation, improve rider satisfaction, drive revenue, and overcome operational challenges.

“We are not just a vendor – we are your long-term strategic partner, offering the latest technologies and providing exceptional support,” according to TripSpark.

Message Point Media (MPM) is a visual communications company that designs agile and reliable digital signage solutions and is based in Birmingham, AL. Focused on the managed technology services industry, MPM was founded to answer the question: “Why do so many digital communications projects fail to deliver?”

## MobilityTRANS Announces New Products

MobilityTRANS, a Michigan-based paratransit van and small bus manufacturer, announces two new products. The SafeTbus line of shuttles and small buses for 2020 includes 20 standard safety features and another 14 safety options.

“We believe that we offer a very safe, high quality and cost-efficient choice for passenger transportation,” said Company President Dave Brown. “Many of these safety features are exclusive. Among the safety options are a new floor system called EzSafe, incorporating electric wheelchair securements which store a record of proper use, and alert the driver if a securement is released during transport.”

For more information, visit [www.mobilitytrans.com](http://www.mobilitytrans.com).

## Your Parts Solution

SURPLUS/USED PARTS FOR EVERY BUDGET

- ✔ **Transmission Components**  
B500, B500R, B400, B400R, Volth, ZF, Transmission Control Modules
- ✔ **AC Components**  
05G Carrier, X430, X426, Motor Blowers, Condenser Motors, AC Controllers
- ✔ **Engine Components**  
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Air Ride High Back, Cloth/Leather
- ✔ **Wheels**  
Aluminum Wheels All Sizes  
(good used take offs)
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Types and Models for El Dorado, New Flyer, Gillig, MCI, NABI, and Orion
- ✔ **And More**  
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Door Motors, Etc.



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